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POPULATION AND ECONOMY

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POPULATION AND ECONOMY

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PREPARED FOR:

VANCE COUNTY, NORTH CAROLINA

COUNTY COMMISSIONERS

J. W. Ellis, Jr., Chairman

John E. Wilson
J. D. Wilson
J. L. Roberson
Arthur B. Crocker

PREPARED BY:

VANCE COUNTY PLANNING BOARD

J. W. Jenkins, Jr., Chairman

J. C. Cooper
I. J. Jackson
Leon G. Frazier
Joseph O. Braswell

TECHNICAL ASSISTANCE PROVIDED BY:

THE STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT

DIVISION OF COMMUNITY PLANNING

George J. Monaghan, Administrator

EASTERN AREA OFFICE

James A. Ferguson, Director

PROJECT STAFF

Timothy Wood, Community Planner
Robert L. Deaver, Illustrator
Therese Ramsey, Research Assistant
Gay Brantley, Cover Design
Dorothy Hutchinson, Secretary

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VANCE COUNTY - A HISTORICAL RESUME

The first settlers of Vance County were mostly Virginians and Eastern Carolinians of English ancestry. The Germans, Scots, and Scots-Irish who settled much of the Piedmont Area of North Carolina did not settle in appreciable numbers in the county. Early settlers had to contend with the usual frontier problems including Indian hostility and outbreaks of fever and malaria. Permanent settlement was delayed until after the Indian massacres of 1711-1713.

Beginning in approximately 1713, settlement of the area prospered but no evidence of town development occurred until 1787. At this time the Town of Williamsboro was chartered and grew to become the leading religious, business and educational center of the area. The War Between the States changed the character of Williamsboro which was primarily geared to the plantation economy. After Reconstruction the town swiftly lost its position of influence and today is a pleasant and small unincorporated community.

Vance County has been parts of eight different North Carolina Counties and at one time it was located in the State of Virginia. In more recent years Vance County was formed from parts of Granville, Warren, and Franklin Counties.

The public demand for establishing Vance County was formulated and first attempted in 1879. The growth of Henderson as a tobacco market and retail trade center created demand for legal services and courthouse facilities and services. The first attempt to create a new county to be known as Gilliam County failed to pass in the State Legislature. The bill was re-introduced in 1881. This time it was proposed that the county be named in honor of Governor Zebulon Vance, a measure designed to gain favor with the State Legislators. The bill was approved and Vance County became a political entity on May 5, 1881.

At the time of its formation the county had a population of 9,000 and a tax valuation of less than $2,000,000. This compares with an estimated population in 1965 of 31,346 and a tax valuation of $62,000,000.

The town of Henderson was founded by the William Reavis family in 1811, with the construction of a store and residence. In 1840, the Raleigh and Gaston Railroad established a depot in Henderson. This railroad materially helped the growth of the town, which was incorporated in 1841. Lewis Reavis suggested that the town be named Henderson in honor of his friend, Judge Leonard Henderson, Chief Justice of the North Carolina

Supreme Court. Henderson rapidly became a shipping point for both cotton and tobacco -- two commodities which still play an important role in the economy of the area. Retail trade flourished as the community grew in size and importance. Other communities based on the cotton plantation economy flourished for a period of time but lost much of their importance after the reconstruction period. These towns include Townsville, Chalk Level, Middleburg, and Kittrell. The latter was once famous as a resort and spa.

The rise of industry was aided by the establishment of textile plants beginning in 1895. Other industries of major importance which have located in Henderson and Vance County in the twentieth century include a bagging company, glass company, chemical, hosiery, knitting and milling companies, to mention only a few. The headquarters and warehousing operations of a large retail chain store are located in Henderson. Until 1963, the extraction of tungsten in the northwest portion of the county provided employment for over 500 people. This mining operation was closed down in 1963 due to the high cost of extraction and reduced demand for tungsten. Most of the equipment has been moved to other states. A huge area of "tailings" or by-products of the operation remain as mute testimony that a large industry once prospered in this location. The construction of Kerr Lake in recent years has considerably changed the features of large areas of Vance County and offers much in the way of recreation, tourist potential, and the development of cheap and plentiful electric power.

Source: Sharp, A New Geography of North Carolina.
Peace, "Zebs Black Baby", Vance County, North Carolina.

PLANNING FOR VANCE COUNTY

It is generally recognized that comprehensive planning can help to alleviate and avoid problems resulting from rapidly expanding urban development. The patterns of haphazard growth frequently seen in North Carolina stem from a variety of factors including subdivision development, commercial enterprises lining the highways, and industrial development seeking elbow room outside the cities and towns. Planning helps communities, municipalities, counties and regions to plan for the future in terms of roads, schools, recreation, public facilities and other features. Planning is necessary if these facilities are to be adequate to meet the demands of present and future populations. Moreover, it is the goal of the County Board of Commissioners to make Vance County a wholesome and attractive place in which its people can live, work, play and develop themselves and their personality to the fullest. With these aims in mind the County Board of Commissioners became dedicated to the concept of planning for the orderly growth and development of the economic, physical and human resources of Vance County.

Consequently, realizing the necessity for planning, the Vance County Board of Commissioners secured funds and technical assistance to embark upon a long range planning program for the county. The planning process is guided by the Vance County Planning Board appointed by the Board of Commissioners. The Planning Board has been instructed to undertake the following reports and studies to assist in the long range development plans for Vance County:

Population and Economy Report
Land Potential Study
Land Development Plan
Community Facilities Plan
Zoning Ordinance for Selected Areas

This report, the Population and Economy of Vance County, N. C., is the first in a series of publications that will present to the people of the county a summary of the data, analysis and recommendations of the Vance County Planning Board.

INTRODUCTION TO THE POPULATION AND ECONOMY REPORT

The Population and Economy Report is a necessary preliminary to long range planning. Unless some projections are made concerning the population growth and the condition of the economy it will be impossible to estimate and guide the future development of Vance County. It is also advisable to take an inventory of these two major assets; the people, and the means by which the people earn their living. The county as a political entity would not long exist without the presence of these two factors. Most land has potential, but land alone has little value. It is people competing for land and the sustenance which the soil provides that makes land a precious commodity.

The first section of this report is devoted to a detailed study of population statistics, characteristics, trends, projections and analyses. This data includes material pertaining to past and present population, population trends, and projections indicating population characteristics such as sex, age, race, income, and education. It should be pointed out that population projections are not predictions. Past and present population statistics, along with anticipated developments, are used as guides in estimating the future population. The data contained in this section is taken from published and unpublished reports of the United States Census of Population.

The second section covers the economy of Vance County and the factors that affect the economy. The principle factors to be discussed include industry, commerce, and agriculture. Additional data examines the work force in detail. Material for this section of the report is taken primarily from the Census of Business and the Census of Agriculture, both published by the United States Bureau of Census. Other data was obtained from the North Carolina Employment Security Commission, other State agencies, and from interviews with business executives in the Henderson-Vance County area.

The projections contained in this report are based on the following assumptions:

1. Previous influences of growth in the county will continue to influence future growth at the same rate.

2. There will be no further major escalation of the Viet Nam conflict that would result in international crises of the highest order.

3. There will be no significant changes in the birth rate or mortality rate.

PART I

THE POPULATION

CHAPTER 1

FROM THE PAST TO THE PRESENT

Vance County's population has grown from 16,684 in 1900 to 32,002 in 1960. This growth has been sporadic. Table 1, which given census figures for ten year periods between 1900 and 1960 indicates the fastest rate of growth occurred between 1920 and 1930, when the rate of population increase was 19.7 percent. In the past thirty years, however, the growth rate has declined considerably. Between 1930 and 1940 the increase was 9.8 percent. The next decade saw the growth rate slow to a 7.1 percent. Between 1950 and 1960 the county suffered a population decline of 0.3 percent. The estimated population for 1965 indicates a decrease of 2.0 percent since 1960. By way of comparison Granville County, immediately to the west of Vance County, experienced a growth rate of 8.3 percent between 1940 and 1950 and a growth rate of 4.1 percent between 1950 and 1960. The picture in Warren County, immediately to the east of Vance County, shows a dramatic population decrease: a gain of 1.7 percent between 1940 and 1950 and a decrease of 16.5 percent between 1950 and 1960.

TABLE 1

POPULATION TRENDS FOR VANCE COUNTY BY TOWNSHIPS 1900-1960[1]

Township	1900	1910	1920	1930	1940	1950	1960
Dabney	949	1,100	853	1,042	978	1,018	895
Kittrell	2,950	2,910	2,834	2,772	3,194	3,088	3,005
Middleburg[2]	1,674	1,721	1,627	2,011	2,206	2,152	1,673
Nutbush	584	710	883	897	991	1,019	718
Sandy Creek	1,600	1,794	1,838	2,699	2,519	2,549	2,594
Townsville	1,443	1,489	1,597	1,680	1,635	1,905	1,541
Watkins[3]			599	711	594	562	473
Williamsboro	1,462	1,380	1,483	1,529	1,707	1,736	1,577
Henderson	6,022	8,321	11,085	13,953	16,953	18,072	19,526
Vance County	16,684	19,425	22,799	27,294	29,961	32,101	32,002

[1] U. S. Census of Population.

[2] Kerr Reservoir filled in 1952 reducing land area.

[3] Organized from parts of Henderson and Kittrell Townships.

FIGURE 1

POPULATION TRENDS - VANCE COUNTY
1900 - 1960

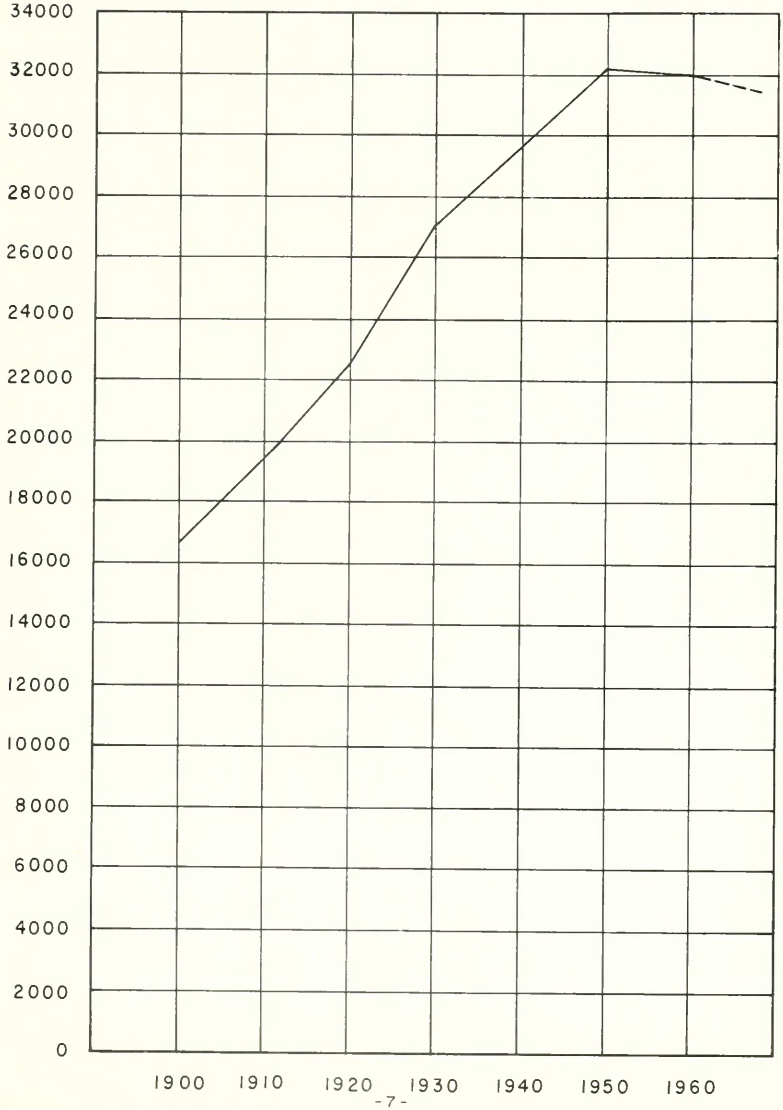
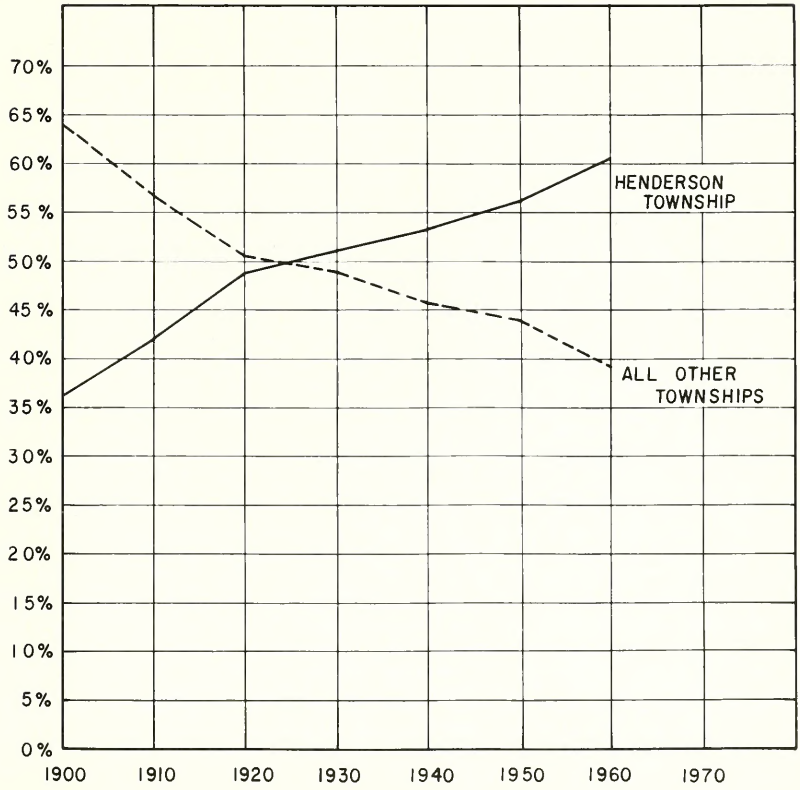


Figure 2 is presented to point out the influence of population growth presented by Henderson township over the years. In 1960 this township contained approximately 61 percent of the total Vance County population. Later discussions will show that this percentage will probably continue to rise.

FIGURE 2.

PERCENT OF VANCE COUNTY RESIDENTS RESIDING IN THE HENDERSON TOWNSHIP AS COMPARED TO ALL OTHER TOWNSHIPS



A closer examination of population trends by townships indicates varying rates of population increase and decline. The most important point to be noted is that only Henderson township has experienced constant growth in the sixty year period beginning in 1900. Other townships have experienced varying rates of growth and decline.

The trend towards population decline in the predominantly rural townships is common in North Carolina and in many other states. The reason for this decline is due to several factors. Some of these are:

1. A general trend towards fewer and larger farms.

2. Automation of agriculture.

3. Lack of economic opportunity.

These factors are the principal cause of migration. The rural dweller seeks employment in urban areas because job opportunities are greater. He may commute initially to an urban center, but eventually he will probably move closer to his job. The people who do move away tend to be young people. As women of childbearing age leave the rural area the future population decrease accelerates due to their departure. Thus, the migration of young people has a "snowball" effect on the population of rural townships. It is generally conceded that the "holding" factor is the introduction of new job opportunities. Attracting industry to the countryside is not within the realm of this section of the report. Suffice it to say, however, that this is not easily accomplished. The "holding" factor in Vance County is obviously the city of Henderson. If this urban center can continue to attract industry, and if located industry can continue to expand, the out-migration may be slowed down.

As the land available for urban development, particularly residential development, decreases in Henderson township, it is conceivable that adjoining townships would experience population stabilization if not actual population growth. This would depend on the willingness of the worker to commute. Commuting patterns vary according to several factors including time required to reach place of employment, distance to be travelled, condition of roads, price of residential sites, etc. Many other economic factors would also have to be taken into consideration. It is conceivable that expanding work opportunities in Raleigh could eventually prove to be directly beneficial in terms of population gain. As industry extends north from Raleigh along U. S. Highway 1, it may eventually become profitable in terms of time and economy to drive south from Vance County to work, rather than to drive north from the southern section of Wake County.

Based on past trends it appears, in summary, that the population of Vance County is tied, in terms of growth, to industry located near Henderson and other areas outside the county. This report is in no way designed to disparage the importance of the agricultural population and economy. It is, however, necessary to point out that the agricultural segment of the county is becoming increasingly less reliant on large numbers of permanently located agricultural laborers.

CHAPTER 2

THE PRESENT POPULATION

This section of the report contains information concerning the present status of the population with reference to numbers and composition, i.e. sex, race, age, education and income.

Estimate of 1965 Population

Vance County's population experienced growth between 1900 and 1950. Starting in 1950 the migration of agriculturally oriented workers to the urban centers began to affect the total population picture. This movement was further compounded by the relocation of people forced to leave the area flooded by Kerr Reservoir. Between 1950 and 1960 the county lost 99 people. This was a decline of 0.3 percent in the population.

It is estimated that the population has continued to decline between 1960 and 1965 and that the rate of decline has accelerated. The population of Vance County in 1965 was estimated to be 31,346. The 1965 figure is based on projections made by Josef H. Perry of the Division of Community Planning and Dr. C. Horace Hamilton of North Carolina State University utilizing IBM 650 and 1410 computers.

TABLE 2

VANCE COUNTY POPULATION

	1900	1910	1920	1930	1940	1950	1960	1965 (Est.)
opulation	16,684	19,425	22,799	27,294	29,961	32,101	32,002	31,346
ercent Change		+16.4	+17.4	+19.7	+9.8	+7.1	-0.3	-2.0

Composition of Population

Table 3 shows the population of Vance County in 1960 by age, race and sex. The population is divided into 16 age categories, 15 of them in five year brackets. This table indicates the number of preschool children, number of school age children, young working people, etc.

TABLE 3

VANCE COUNTY 1960, POPULATION BY AGE, RACE AND SEX

	Total		White		Nonwhite	
Age Group	Male	Female	Male	Female	Male	Female
0-4	1,827	1,822	844	819	983	1,003
5-9	1,924	1,927	908	868	1,016	1,059
10-14	1,886	1,825	963	913	923	912
15-19	1,476	1,398	775	685	701	713
20-24	847	931	440	539	407	392
25-29	787	942	515	554	272	288
30-34	979	1,034	630	643	349	391
35-39	945	1,126	623	706	322	420
40-44	955	1,031	613	645	342	386
45-49	911	955	564	574	347	381
50-54	762	856	495	526	267	330
55-59	635	721	404	467	231	254
60-64	496	546	311	352	185	194
65-69	424	539	268	354	156	185
70-74	284	395	177	274	107	121
75+	323	493	200	324	123	169

Figure 3 shows the composition of Vance County population by age groups for a twenty year period, 1940 - 1960. For purposes of comparison the population was divided into three distinct groups; from 0-19 years of age, 20-44, and 45 years and over. This breakdown was made in order to point out the importance of the middle group - 20 to 44 years of age. These people represent the young, productive workers who are of prime importance to the present and future economy of Vance County. At first glance Figure 3 indicates that the youngest group has remained relatively stable. However, there was a distinct drop among whites in the 20-44 age group between 1950 and 1960. The decrease in these people of childbearing age will probably cause a drop in the 0-19 category in future years. The nonwhite population in the 20-44 grouping has decreased steadily. In 1940, 46.6 percent of the total population was composed of nonwhites. In 1950, this figure dropped slightly to 45.5 percent and in 1960 a further drop to 43.87 percent was observed. An examination of the nonwhite population shows that the 0-19 category has been steadily increasing. This development would seem to contradict the previous statement that the percentage of nonwhite population is decreasing and will continue to decrease. This seeming incompatibility can be accounted for by virtue of high birth rate and heavy out-migration among nonwhites. The section on migration will analyze these trends in greater detail.

The data contained in Figure 3 reflects economic factors causing considerable out-migration. The main point to be noted in analyzing these figures is that people of childbearing age are leaving Vance County. This out-migration will result in a pronounced population decrease in the years to come.

Median Age*

The median age of the population of Vance County is shown in Figure 4. It is immediately apparent that the median age of females is higher than that of males. There are two reasons why this has occurred. First, the recognized fact that females have a longer life span than males. Referring to Table 3 it can be noted that Vance County has 607 males aged 70 and above, while 888 females are enjoying old age. Second, there is a possibility that males may gain employment outside Vance County, leaving their families in the county until they can determine that their job is of a permanent nature. At that time they may then relocate their families to a new and permanent location away from Vance County.

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* The median age is that age at which half the population is younger and half the population is older.

FIGURE 3.

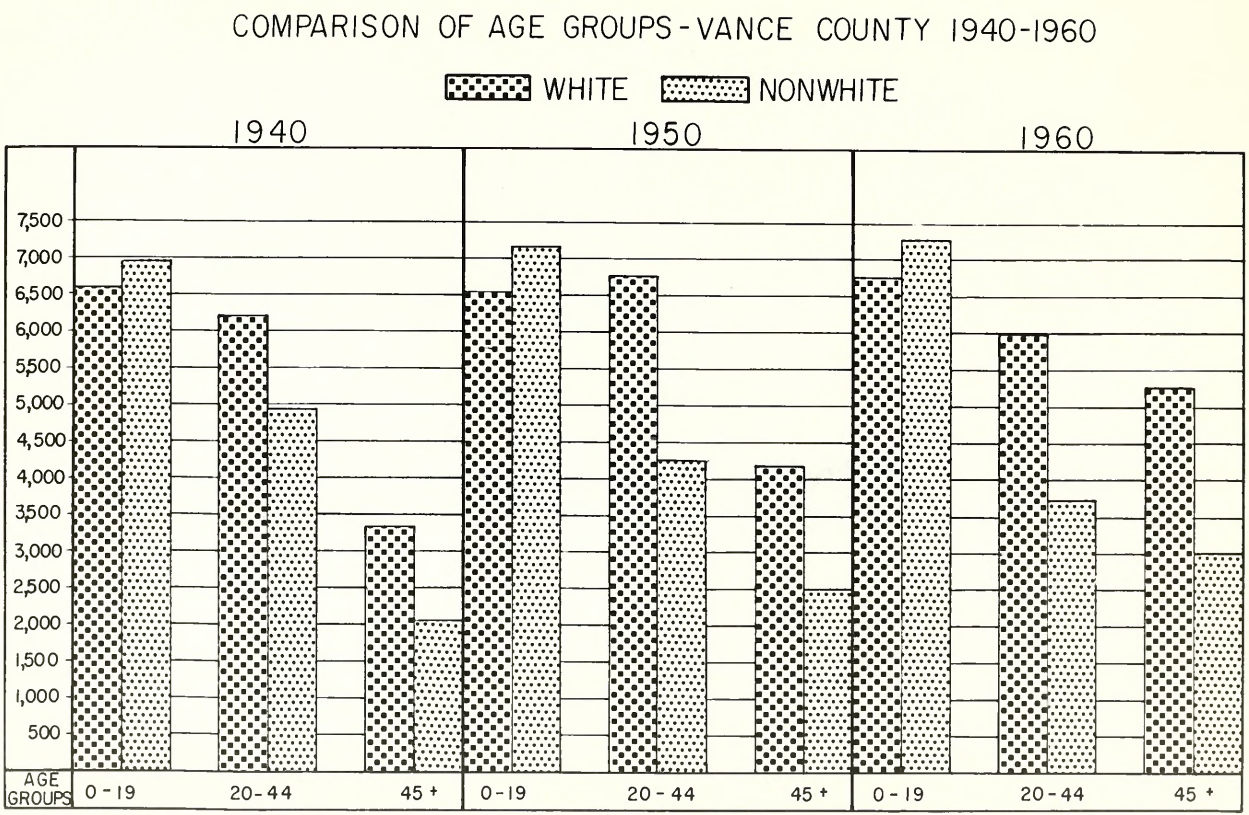
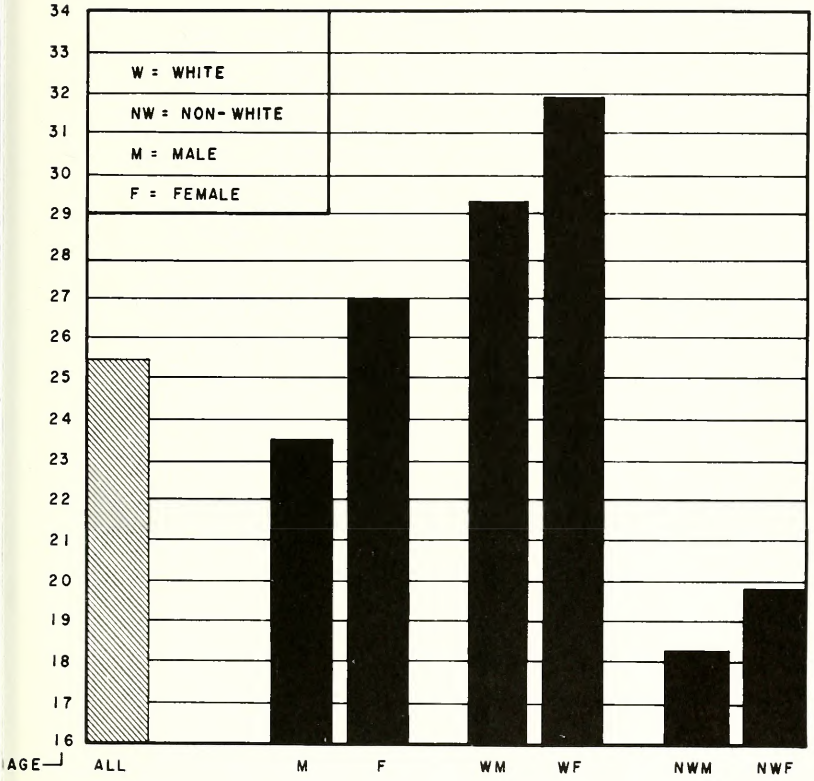

COMPARISON OF AGE GROUPS - VANCE COUNTY 1940-1960
WHITE
NONWHITE
1940
1950
1960
7,500
7,000
6,500
6,000
5,500
5,000
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
AGE GROUPS
0 - 19
20 - 44
45 +
0 - 19
20 - 44
45 +
0 - 19
20 - 44
45 +

FIGURE 4.

MEDIAN AGE OF POPULATION

VANCE CO. 1960



In view of these statistics it would seem logical that the percentage of nonwhites in the county would be climbing rapidly. As discussed previously, however, such is not the case. The only logical explanation for the low nonwhite median age coupled with declining percentage of total population is that of a high birth rate coupled with high out-migration.

The most startling factor in the median age statistics is the difference between the median ages of whites and nonwhites. The nonwhite median age for males is 18.2 while the median age of white males is 29.2 -- a difference in excess of ten years.

Migration

The migration of people from Vance County poses a serious threat to its future growth. Table 4 shows the net migration of population between 1950 and 1960.

TABLE 4

NET MIGRATION - VANCE COUNTY
1950-1960

A. Total Population	
1950 Population	32,101
Natural Increase (1950-1960)[1]	6,039
Expected 1960 Population[2]	38,140
Actual 1960 Population	32,002
Population Loss Due to Migration	-6,138
B. White	
1950 Population	17,488
Natural Increase (1950-1960)[1]	2,502
Expected 1960 Population[2]	19,990
Actual 1960 Population	17,973
Population Loss Due to Migration	-2,017
C. Nonwhite	
1950 Population	14,613
Natural Increase (1950-1960)[1]	3,537
Expected 1960 Population[2]	18,160
Actual 1960 Population	14,029
Population Loss Due to Migration	-4,121

[1] Number of births in excess of deaths.

[2] 1950 population plus natural increase.

Source: United States Census; N. C. State Board of Health; Public Health Statistics.

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Table 4 indicates a population loss of 6,138 in the period 1950-1960 due to migration. During this same period there were 6,039 more births than deaths in the county. If no migration had occurred the population of Vance County would have increased by 6,039 resulting in a population of 38,140. Census figures show an actual population in 1960 of 32,002. The conclusions to be drawn from these figures is that heavy out-migration occurred between 1950 and 1960. An indication of which people are leaving can be determined by Table 5. This table shows that the heaviest migration is experienced in the 20-24 age bracket followed closely by the 20-29 category. The extremely high migration rate of non-whites is probably due to the fact that they constitute the most economically depressed group in the county.

Forty-three percent of white males and 54.6 percent of the nonwhite males in the 20-24 grouping left the county between 1950 and 1960. Since this age grouping is important with respect to future population growth it is only natural to assume that the population decline will be accelerated in future years unless the trend is halted.

TABLE 5

NET MIGRATION BY AGE GROUPS
VANCE COUNTY 1950-1960

1950		1960		Percent of 1950 Group
Age	Population	Age	Population	Present in 1960
		Male - White		
0-4	1,000	10-14	963	96.3
5-9	878	15-19	775	88.3
10-14	742	20-24	440	57.0
15-19	676	25-29	515	76.2
20-24	664	30-34	630	94.9
25-34	1,438	35-44	1,236	86.0
35-44	1,212	45-54	1,059	87.4
45-54	873	55-64	715	81.9
		Female - White		
0-4	950	10-14	913	96.1
5-9	829	15-19	685	82.6
10-14	760	20-24	539	70.9
15-19	713	25-29	554	77.7
20-24	741	30-34	643	86.8
25-34	1,521	35-44	1,351	88.8
35-44	1,207	45-54	1,100	91.1
45-54	910	55-64	819	90.0
		Male - Nonwhite		
0-4	1,084	10-14	923	85.1
5-9	897	15-19	701	78.1
10-14	896	20-24	407	45.4
15-19	718	25-29	272	37.9
20-24	587	30-34	349	59.4
25-34	1,009	35-44	664	65.8
35-44	830	45-54	614	74.0
45-54	588	55-64	416	70.7
		Female - Nonwhite		
0-4	1,028	10-14	912	88.7
5-9	919	15-19	713	77.6
10-14	871	20-24	392	45.0
15-19	770	25-29	388	50.4
20-24	604	30-34	391	64.7
25-34	1,025	35-44	806	78.6
35-44	931	45-54	711	76.4
45-54	585	55-64	448	76.6

Source: Division of Community Planning, Department of Conservation and Development.

Educational Attainment

The responsibility of providing education for the people of Vance County is shared by the State of North Carolina and the county. This section of the population report shows the level of education attained by the citizens of Vance County and compares this level of education with the Economic Area and with the State of North Carolina. Table 6 compares years of school completed by persons over 25 years of age in Vance County with both Economic Area 3, and North Carolina.[1]

A study of Table 6 indicates that in terms of median school years completed, Vance County residents are slightly below the State medians in total, white, and nonwhite population. The white population of Vance County has almost the same level of educational attainment as the white population in North Carolina, and 0.7 years more education than the whites in Economic Area 3. The nonwhite population in Vance County has considerably less educational attainment than the white population. The Vance County nonwhite also has less education than his counterpart in the Economic Area and the State of North Carolina.

[1] See Appendix A for description of Economic Area 3.

TABLE 6. YEARS OF SCHOOL COMPLETED
(1960)

	Vance County			Economic Area 3			North Carolina		
	Total	White	Non-White	Total	White	Non-White	Total	White	Non-White
Percentages Persons 25 years and over	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No school years completed	3.8	2.5	6.0	3.7	2.9	6.8	3.1	2.1	6.5
Elementary: 1-4 years	18.8	12.4	30.0	14.8	12.0	26.3	13.4	10.1	25.5
5-7 years	26.8	22.3	34.7	27.6	26.6	31.9	24.9	23.6	29.8
8 years	9.2	9.4	8.8	8.9	8.9	8.8	9.3	9.4	9.0
High School: 1-3 years	15.8	18.0	12.0	16.2	16.9	13.6	17.0	17.7	14.6
4 years	14.5	20.4	4.3	16.8	19.0	7.9	18.9	21.7	8.7
College: 1-3 years	6.5	9.5	1.2	5.8	6.7	1.9	7.1	8.3	2.4
4 years or more	4.6	5.5	3.0	6.2	7.0	2.8	6.3	7.1	3.5
Median School Years Completed	8.1	9.6	6.2	8.4	8.9	6.6	8.9	9.8	7.0

Source: North Carolina Department of Public Instruction.

The educational levels in the various townships as shown in Table 7, further emphasize the educational gap between whites and nonwhites in Vance County. Using data listed below it can be seen that the white population as a group has 3.4 years more education then the nonwhite population. There are wide variations in educational attainment throughout the county. This range is from 4.6 years for nonwhites in Watkins Township to 12.0 years for whites in Nutbush Township.

TABLE 7. MEDIAN SCHOOL YEARS COMPLETED
VANCE COUNTY - 1960

	Total	White	Nonwhite
Dabney Township	8.1	10.8	6.0
Henderson Township	8.1	9.3	6.3
Kittrell Township	8.7	10.1	7.4
Middleburg Township	8.0	9.6	6.2
Nutbush Township	6.7	12.0	6.5
Sandy Creek Township	7.4	8.4	4.9
Townsville Township	7.1	10.7	4.8
Watkins Township	8.5	10.6	4.6
Williamsboro Township	8.2	10.7	6.4
Henderson City	8.8	11.0	6.4
Remainder of Henderson Township	7.1	7.5	6.2
Vance County	8.1	9.6	6.2

Source: North Carolina Department of Public Instruction.

Tables 8 and 9 are presented to show the educational status of children recently enrolled in Vance County schools. In 1965 Vance County sent 26.3 percent of its high school graduates to a junior or senior college. This figure falls far short of the State average of 38.1 percent, but is fairly consistent with the Economic Area 3 percentage of 27.2. Henderson schools enrolled 32.0 percent of its high school graduates in junior and senior colleges which is not very impressive when compared with the average percentage enrollment of all city systems. The average North Carolina city school system enrollment in colleges for 1965 was 48.8 percent. Out of the 100 county school units in North Carolina Vance County ranks 98th in the percentage of 1965 graduates enrolled in senior colleges. Only the counties of Hertford and Pasquotank have a lower percentage. The Henderson school unit ranks 65th in a similar survey of the seventy city school units.

TABLE 8

CLASS OF 1965
HIGH SCHOOL GRADUATES ENROLLED IN JUNIOR AND SENIOR COLLEGES

School System	Percent Enrolled in College
Vance County	26.3
Henderson City	32.0
Economic Area 3	27.2
All North Carolina City School Systems	48.8
All North Carolina County School Systems	33.3
State of North Carolina	38.1

TABLE 9

PERCENT OF STUDENTS GRADUATING FROM HIGH SCHOOL, 1965
(Based on Enrollment Figures in 5th Grade 1957-1958)

School System	Percent Graduated	Percent Lost
Vance County (Including Henderson)	47.1	52.9%
Economic Area 3 (Including City Systems)	57.8	42.2%
State of North Carolina (All Systems)	60.1	39.9%

Source: Department of Public Instruction, State of North Carolina, 1966.

CHAPTER 3

THE FUTURE POPULATION

Estimates of the future population of Vance County are based on statistical projections of past and present population together with anticipated developments. These projections are based on certain assumptions which may be difficult to prove scientifically. According to the projections (prepared by using the Cohort-Survival method)[1] there will be a continuing decline in the population of Vance County.

Table 10 is a compilation of population projections for the county during the next twenty years. It must be noted that the reliability of projections decreases as the number to be projected decreases. This point should be remembered when examining the projections for townships as the township base figures are small.

TABLE 10

POPULATION PROJECTIONS FOR VANCE COUNTY[2]
1960 - 1985

	1960	1965	1970	1980	1985
Vance County	32,002	31,346	30,690	29,259	28,572
Henderson Township	19,526	19,766	20,010	20,159	20,172
Henderson City	12,740	13,365	13,987	15,099	15,653
North Henderson (Unincorporated)	1,995	2,000	2,001	1,976	1,957
South Henderson (Unincorporated)	2,017	2,037	2,061	2,076	2,078
Kittrell Township	3,005	2,900	2,793	2,545	2,420
Middleburg Township	1,673	1,433	1,197	878	740
Nutbush Township	718	618	522	351	283
Sandy Creek Township	2,594	2,554	2,516	2,399	2,314
Townsville Township	1,541	1,371	1,197	907	793
Watkins Township	473	423	368	293	257
Williamsboro Township	1,577	1,447	1,320	1,112	1,022
Dabney Township	895	830	767	614	571

[1] See Appendix B for an explanation of population projections.

[2] Source: Josef H. Perry, Division of Community Planning and Dr. C. Horace Hamilton, North Carolina State University.

Appendix B contains a table for ready reference of the projected age distribution in Vance County from 1950 to 1980. This table indicates the future population by 5 year age groups. It will be of value in determining the scope and extent of public services that will be needed during the planning period.

The study of population and the economy undertaken in this report will materially assist in the determination of future needs for community services. In general it would appear that the school population has reached its peak and will experience a modest decline in the 1970's. The over 65 population is expected to be in excess of 3,500 by 1980. The increasing median age of the population will result in increased demands for public health services and possibly for welfare services. Assuming that past trends are indicators of future developments, the young working force (20-44 years) will be depleted to a critical extent.

The important factor to be recognized is that the county should not accept these population projections as being sacrosanct. Since the population is projected to decline the basic problem is how to reverse the trend. In order for Vance County to participate in the overall economic prosperity of North Carolina the population of the county should be induced to stay at home. Any community which is culturally, socially, and economically attractive should gain, rather than lose population. The citizens of the county, the elected and appointed officials, must all work together to provide a healthy social, and economic climate in order to hold people and industry. The county should seek not merely to hold, but to attract more people and new industry.

Vance County has the potential capacity to hold and attract people. Few counties in North Carolina in the vicinity of heavily populated areas can boast of hundreds of miles of fresh water shoreline. The moderate climate of the area provides an inducement to people and industry located in less favorable climatic zones. Culturally, Vance County can work vigorously toward the goal of providing all her citizens with a dynamic educational system for all ages and providing all people an opportunity to better themselves, both culturally and technically. In terms of economics, the county can seek ways to attract industry, to find new challenges and opportunities in agriculture, and to develop new uses for vacant land.

PART II

THE ECONOMY

CHAPTER 4

THE LABOR FORCE

It is generally recognized that the supply of labor is an important factor in determining the economic well-being of a given area. This being the case, this report will examine the labor force from several viewpoints. Some of the material presented in the following pages will be current data, while other data will be taken from the 1960 Census of Population and the 1963 Census of Manufacturing. This has been necessitated by the frequency and type of reports available.

The most recent report pertaining to the labor force was prepared by the North Carolina Employment Security Commission for the month of August, 1966. An extract of this report is presented in Table 11.

TABLE 11

LABOR FORCE SUMMARY

	August, 1965	August, 1966	Percent Change 12 Months
Total Work Force	15,210	15,445	+1.5
Unemployment	910	975	+7.1
Unemployment, percent of total work force	6.0%	6.3%	
Total Employment		14,470	
Agricultural employment		3,430	
Manufacturing		3,780	
Non-manufacturing		5,110	
All other non-agricultural employees (self employed, domestics, etc.)		2,150	

Table 11 indicates a slowly rising number of workers employed in Vance County. This is a welcome indicator. However, the unemployment rate reflects an increase of 0.3 percent due to an increase in the total work force available. This table does not attempt to determine the capabilities of that portion of the work force that is currently unemployed. There are

monthly fluctuations in the labor force resulting from seasonal peaks in certain industries both in Vance and surrounding counties. In general the employment rate has been fairly stable for the past three years.

A yearly report of Vance County workers insured by the North Carolina Employment Security Commission is shown in Table 12. This report indicates that while the year to year picture is improving, Vance County does not compare favorably with North Carolina or United States ratios of insured unemployment.

TABLE 12

INSURED UNEMPLOYMENT

	Annual Average Insured			Ratio of Insured Unemployment to Employment		
Year	Employment	Manufacturing Employment	Unemployment	Vance County	North Carolina	U.S.A.
1963	5,738	2,969	313	5.5	3.7	4.3
1964	6,047	3,179	320	5.3	3.2	3.7
1965	6,457	3,430	290	4.5	2.3	2.9

There are two methods by which the unemployment ratios can be reduced. The first method is obvious: attract new industries and encourage existing industry to expand their facilities in the same location. The second method would be to provide training facilities to educate prospective workers in the skills desired by industry. In recent months a pilot plant ceased its operations in Vance County citing lack of skilled labor in the area as the principle cause for closing down. Most local observers of the labor market feel that other factors were involved in this plant closing. Experienced labor working in the same industry and commuting to jobs in a neighboring county were reluctant to accep employment in the pilot plant unless they could be assured of the permanent location of the industry in Vance County. The inabil ty to develop a core of experienced workers was undoubtedly a majo factor in the plant shutdown.

The introduction of new workers into the labor force may be determined by an examination of high school graduates and losses. In this respect this section of the report is not concerned with college enrollees or median levels of education. The important point to note is the total number entering the labor force. Table 13 provides a summary showing the number of graduates and drop-outs entering the labor force in Vance County in recent years.

TABLE 13

SUMMARY OF HIGH SCHOOL GRADUATES AND LOSSES - VANCE COUNTY

	1963	1964	1965
Number of high school graduates	320	346	409
Number of graduates entering labor force in Vance County	167	166	224
Percent	52.2%	48.0%	54.8%
Number of reported school losses	448	466	460
Total of graduates entering labor force and reported school losses	615	632	684

Source: Bureau of Employment Security Research.

This table reinforces previous analyses which indicate that new jobs must be made available to young people if they are to be induced to remain in Vance County.

Another determinant of the economy of special interest to industry is the estimate of recruitable workers for industrial expansion. A report of this nature has recently been prepared for the Henderson area by the Bureau of Employment Security Research. For study purposes the Henderson recruiting area was determined to cover a radius of 25 road miles - approximately thirty to forty minutes driving time. The area includes all of Vance County, portions of Granville, Franklin, Warren and Person counties, and a portion of Virginia. A map showing the recruitable area is presented in Figure 5.

Estimates prepared by the local Employment Security Commission offices indicate that there are currently 3,500 persons in the recruitable area who possess manufacturing job experience or who are deemed to be trainable for jobs in manufacturing. This figure includes only those potential production-related workers who could be qualified for and willing to accept work in a manufacturing industry. The inexperienced, but trainable worker estimate of 1,730 does not include persons over 45 years of age. The recruitable and referable labor supply is made up of the following two groups.

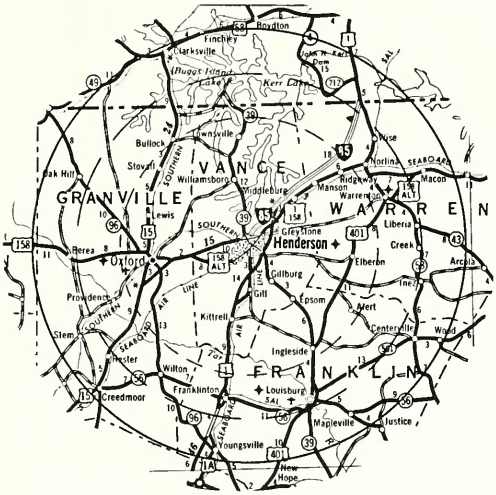
1. Persons currently seeking work

2. Potential job seekers.

Table 14 shows the number and location of recruitable production-related workers within the Henderson area.

FIGURE 5

AREA OF RECRUITABLE WORKERS FOR INDUSTRIAL EXPANSION
HENDERSON AREA, NORTH CAROLINA
SEPTEMBER 1966



The inner circle on the map represents approximately a 15 road-mile radius from Henderson. Each succeeding circle represents a 5 road-mile radius.

Source: Employment Security Commission.

TABLE 14

RECRUITABLE PRODUCTION WORKERS IN HENDERSON AREA
SEPTEMBER, 1966

Miles From Henderson	Experienced Manufacturing Workers		All Other Experienced Workers		Inexperienced But Referable and Trainable		Total Available Workers		Total
	Male	Female	Male	Female	Male	Female	Male	Female	
Total	265	675	380	450	635	1,095	1,280	2,220	3,500
0-15	145	460	220	285	285	485	650	1,230	1,880
15-20	60	110	95	90	210	380	365	580	945
20-25	60	105	65	75	140	230	265	410	675

Source: Employment Security Commission.

An Employment Security Commission quarterly report published in September, 1966, shows the estimated recruitable labor in Vance County for industrial development to be as follows:

Total recruitable labor	1,000
Experienced manufacturing workers	375
All other experienced workers	300
Inexperienced but referable and trainable	325

The labor supply throughout North Carolina and the United States is recognized to be "tight" at the present time. The figures shown above for Vance County indicate that the recruitable labor supply is relatively high considering the size and total population of the county. This potential labor supply should serve as an inducement to any industry considering new plant construction and/or expansion of present facilities.

In addition to the recruitable labor supply within the county and the Henderson area, there are many people commuting to jobs outside the county. It is reasonable to assume that many of these commuters would prefer to work closer to their homes. Thus, the recruitable supply of labor could be increased by counting a substantial percentage of those Vance County workers currently driving to jobs in distant areas. Table 15 shows the commuting patterns of Vance County workers in 1960.

In summation, Vance County has a relatively high supply of available labor. This figure would be substantially higher if commuting workers were added to the figure known to be available in Vance County. There is also a relatively stable input to the labor supply provided by high school graduates and drop-outs.

TABLE 15

COMMUTING PATTERNS FOR VANCE COUNTY - 1960

From To	Dabney Twp.	Henderson Twp.	Kittrell Twp.	Middle-burg Twp.	Nut-bush Twp.	Sandy Creek Twp.	Towns-ville Twp.	Watkins Twp.	Williams-boro Twp.	Henderson City	Vance County
Durham City	4	15							9	7	28
Durham County		12				5				4	17
Raleigh City		41	8		5	4				28	58
Wake County		20	8						4	8	32
Vance County	263	5,921	867	423	150	647	364	141	418	4,119	9,194
Warren County		87	4		4	18				44	113
Franklin County	4	34	34	4		26				17	102
Granville County	4	146	13	9		20	5		17	110	214
Mecklenburg County, Va.		16					12		13	16	41
Nash County		22								13	22
Elsewhere		103			4	4	8		17	63	136
Place of work not reported	4	167	22	5	9	28	12	4	13	112	264
TOTAL	279	6,584	956	441	172	752	401	145	491	4,541	10,221

According to table 15 above, there were 763 Vance County residents known to be working outside the county in 1960. This figure has in all probability increased since that time.

CHAPTER 5

FAMILY INCOME

The financial status of the labor force is examined here in order to determine both the earning power and buying power of Vance County residents. The most recent data available is taken from the 1960 Census of Population. In view of progressing inflation no attempt has been made to project these figures to show estimated 1965 income. Table 16 compares the income of Vance County residents with that of Economic Area 3, and the State of North Carolina.

It is startling to note that in 1960 49.4 percent of all Vance County families earned less than $3,000. Federal legislation pertaining to economic opportunity and poverty programs beginning in 1960 developed the concept that families earning less than $3,000 per year were deprived families living on the verge of poverty. The median family income in Vance County in 1960 was barely above the $3,000 bracket. It is obvious from Table 16 that Vance County is lagging considerably behind Economic Area 3 and North Carolina in terms of family income.

A low family income results in limited purchasing power and has an adverse effect on retail sales, wholesale sales, and services. It places a heavy burden upon local welfare agencies and increased demands on the tax dollar. Some of these families are farm families who may produce much of their food for home consumption. Nevertheless, it should be recognized that with the exception of Henderson township, income figures are considerably lower than the average for the State of North Carolina.

When considering means to improve per capita and family income the solution would appear to lie in upgrading the skills of Vance County workers, thus enabling them to command better wages. In recent years pay scales for semi-skilled and skilled workers have been rising while pay scales for unskilled labor have been slowly rising primarily as a result of very modest increases in State and Federal minimum wage laws. Another point to consider is that demand for unskilled labor is continuously diminishing. One method of increasing family income would be to work vigorously for an educational facility which could provide training to upgrade job skills. New industries which seek skilled technical manpower should be sought by industrial development groups. These industries would rely upon an Industrial Education Center or a similar facility to train prospective employees in the technical skills needed.

Consideration should be given here to the agricultural segment of the economy which is examined in more detail in Chapter 6. It is estimated by the U. S. Department of Agriculture that farm income will continue to rise. This forecast is based

TABLE 16

FAMILY INCOME VANCE COUNTY - 1960

	Dabney Twp.	Henderson Twp.	Kittrell Twp.	Middleburg Twp.	Nutbush Twp.	Sandy Creek Twp.	Townsville Twp.	Watkins Twp.	Williamsboro Twp.	Vance County	Economic Area 3	North Carolina
All Families												
$0-$2,999	68.9%	43.9%	52.8%	55.4%	71.2%	57.9%	71.6%	61.4%	59.6%	49.4%	36.1%	37.1%
$3,000-$7,999	25.5%	46.2%	40.4%	35.1%	25.8%	38.0%	22.7%	30.7%	35.8%	42.1%	50.5%	49.3%
$8,000 and over	5.6%	9.9%	6.8%	9.5%	3.0%	4.1%	5.7%	7.9%	4.6%	8.5%	13.4%	13.6%
Median Family Income	$1,636	$3,487	$2,848	$2,625	$1,355	$2,403	$1,648	$2,000	$2,466	$3,046	$4,343	$3,956
Per Capita Income	$603	$1,155	$752	$794	$403	$766	$581	$690	$675	$977	$1,238	$1,260
Nonwhite												
$0-$2,999	95.5%	76.3%	82.5%	86.6%	73.4%	84.5%	91.3%	90.7%	75.1%	79.6%	69.4%	70.1%
$3,000-$7,999	4.5%	22.6%	17.5%	10.7%	23.5%	15.5%	8.7%	9.3%	24.9%	19.5%	28.5%	27.6%
$8,000 and over	---	1.1%	---	2.7%	3.1%	---	---	---	---	0.9%	2.1%	2.3%
Median Family Income	$682	$1,948	$1,833	$833	$1,290	$1,484	$1,237	$629	$1,200	$1,622	$2,102	$1,992
Per Capita Income	$201	$504	$348	$270	$387	$200	$236	$176	$375	$401	$517	$543

upon two concepts:

1. More and more land will be put back into production in the years to come in order to feed the increasing population in the United States. The implementation of the Food for Peace program designed to alleviate food shortages abroad would also require increased agricultural production.

2. Existing price supports and an increasing demand for food products will result in increased earning power for the farm operator. The farm worker can reasonably anticipate higher wages as a result of increased demand for his labor.

CHAPTER 6

THE AGRICULTURAL ECONOMY

Farm population is decreasing in the United States, North Carolina, and Vance County. Therefore, it is easy to overlook the importance of this vital segment of the economy. Agriculture is our nation's biggest industry, employing over six million workers and possessing combined assets of over 238 billion dollars.

Farmers help other sectors of the economy through their purchases of tractors, machinery, equipment, fuel, fertilizer, electricity, steel, and thousands of other products. Workers employed in the meat packing industry, fertilizer plants, canneries, textile mills, and a host of other industries would be virtually jobless without the productivity of the nation's farmers. Farmers are important taxpayers who paid over $1.5 billion in Federal and State income taxes in 1964. In the field of international affairs the United States farmer is the largest exporter of agricultural commodities in the world.

North Carolina ranks high among the States in agricultural capacity and employment. For example, North Carolina is:

First in farm population

Second in the number of farms

First in flue cured tobacco production

Fourth in cash farm income.

In 1964 Vance County contained 159,360 acres of land of which 71.8 percent, (114,420 acres) is farmland; 26,475 acres of Vance County was devoted to cropland.

Table 17 below indicates that 666 farms have "disappeared" over a ten year period, 1954-1964.

TABLE 17

NUMBER OF FARMS IN VANCE COUNTY

YEAR	1954	1959	1964
FARMS	2,106	1,727	1,440

The data in Table 18 shows what has happened to the "missing" farms. The number of farms has been diminishing but the average size of the remaining farms has been steadily increasing.

TABLE 18

AVERAGE SIZE OF FARMS IN VANCE COUNTY

YEAR	1954	1959	1964
SIZE	59.8 acres	67.7 acres	79.4 acres

Table 19 shows the shift in farm size over a five year period 1959-1963. It is important to note that in general there has been a considerable decline in the number of farms having the least acreage and an increase in the number of farms having the larger acreage.

TABLE 19

NUMBER OF FARMS BY SIZE - VANCE COUNTY 1959-1963

	1959	1963
Less than 10 acres	279	303
10 - 49 acres	738	505
50 - 69 acres	186	130
70 - 99 acres	159	149
100 - 139 acres	145	115
140 - 179 acres	72	84
180 - 219 acres	56	48
220 - 259 acres	30	28
260 - 499 acres	45	56
500 - 999 acres	14	17
1,000 - 1,999 acres	3	5

Source: Preliminary Census of Agriculture, 1964.

The average value of land and buildings has increased rapidly. This is due to the larger size of farms, increased capital investment, and monetary inflation.

TABLE 20

AVERAGE VALUE OF LAND AND BUILDINGS PER FARM IN VANCE COUNTY

YEAR	1954	1959	1964
VALUE	$7,485	$10,668	$21,255

Table 21 shows the increase in sales netted by Vance County farmers and also shows the shifts in farm size. As pointed out previously, the increasing size of farms allows for more efficient methods of farming. Therefore, it would be expected that as the size of farms increases the net sales will increase and hopefully produce higher net income per acre.

TABLE 21

FARMS BY ECONOMIC CLASS - VANCE COUNTY

	1959	1964
Sales of $40,000 or more	0	8
$20,000 to $39,999	6	49
$10,000 to $19,999	115	229
$5,000 to $9,999	391	431
$2,500 to $4,999	561	353
$50 to $2,499	370	210

Source: Preliminary Census of Agriculture, 1964.

The principal crops produced in Vance County are listed below together with the recent values of crops.

TABLE 22

PRINCIPAL CROPS AND VALUES - VANCE COUNTY

	TOBACCO	COTTON	CORN	WHEAT	HAY	SOYBEANS
1959	$6,453,000	$388,500	$303,500	$180,000	$229,000	$31,800
1963	$8,026,000	$524,000	$227,500	$49,950	$237,000	$44,650
1964	$9,200,000	$518,000	$307,500	$66,400	$274,000	$112,000

Source for Tables 17-22: Preliminary Census of Agriculture and Federal Crop Reporting Service.

These six crops listed above represent a total value of $104,779,000 in 1964. Other forms of agricultural production in the county in 1964 raised this figure substantially.

A graphic representation of farmland land uses in Vance County is shown in Figure 6. This figure shows farmland use in percentage terms and will provide the reader with a thumbnail sketch of Vance County agricultural land. Figure 7 provides a breakdown of harvested cropland uses which comprises 21 percent of all agricultural land in the county.

FIGURE 6
UTILIZATION OF ALL LAND IN FARMS
VANCE COUNTY - 1965

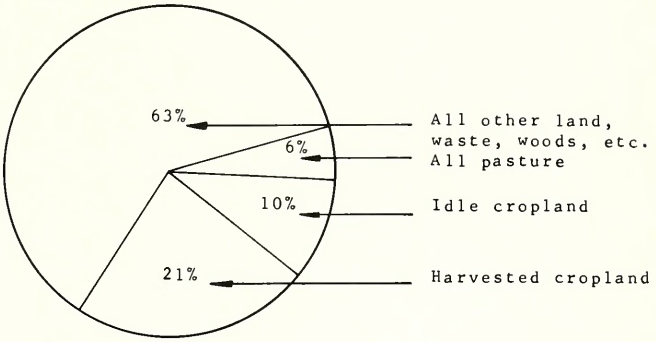
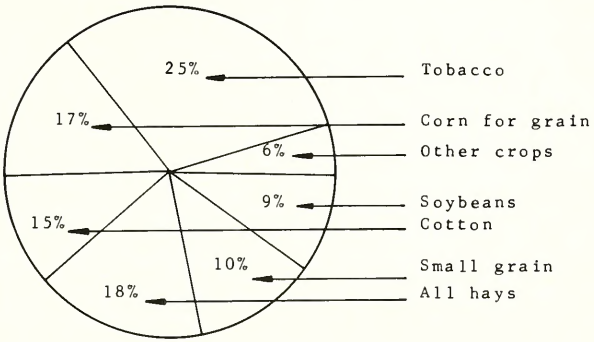


FIGURE 7
PERCENT OF TOTAL CROPLAND HARVESTED



Source: Preliminary 1966 County Commissioners Farm Census Summary.

The amount of land devoted to those crops having the most value in the County is shown in Table 23.

TABLE 23

ACREAGE DEVOTED TO MAJOR CROPS - VANCE COUNTY 1964

CROP	ACREAGE
Tobacco	7,250
Cotton	4,100
Hay	6,950
Corn (for grain)	5,550

Livestock plays a decreasingly important role in the agricultural economy of Vance County. However, livestock production has decreased in recent years in the county. Listed below in Table 24 are livestock figures for a three year period which indicate the extent of decrease in production. The decrease in livestock is due primarily to high grain and hay costs. In addition, many farmers have found it more profitable to accept federal payments under the feed grain program which results in less grain production and consequently, less grain available to feed livestock. The increasing cost of feed for livestock, veterinary expenses, and sales expenses (e.g. auctioneering costs) have combined to deter livestock production in Vance County. Dairy farming has declined due primarily to high production costs coupled with shortage of farm workers willing to work on dairy farms.

TABLE 24

LIVESTOCK PRODUCTION - VANCE COUNTY 1958-1965

	1958	1963	1964	1965
Number of cows and heifers	2,130	1,720	1,530	1,370
Number of all hogs on farms	5,300	4,900	4,350	3,870
Number of all chickens on farms	77,000	65,600	56,000	46,800

The value of this livestock was estimated to be $666,743 in 1959 and $607,614 in 1964.

Source: Federal Crop Reporting Service.

Vance County farmers have improved their financial position slightly in the past five years. The mainstay of the farmers has been and continues to be the market price of tobacco. Vance County farms are predominantly tobacco farms. A ruined tobacco crop in any given year would have a disastrous effect on the agricultural population, and indirectly on the entire economy of the county. Cotton production is still important but hand-picked cotton is becoming more expensive to harvest. The farmer in Vance County is beset with fluctuating market prices for some crops and livestock and declining prices for others. On the other hand prices paid by farmers for such items as fertilizer, high protein dairy feed, high protein cottonseed meal, poultry laying feed, farm machinery, ect. have steadily increased in the past five years.

The Vance County farmer like his counterpart across the nation is endeavoring to better his financial position by increasing acreage yield, mechanization, and raising crops which show promise of providing a reasonable rate of return on capital invested. (In Vance County the production of soybeans has increased dramatically over the past five years).

The trend in agriculture seems to be more production coming from less labor but more capital investment. In the United States agriculture in the years ahead will offer less and less employment to men and more employment to machinery. Men without capital will continue to leave the land for the city. This pattern of development appears to be taking place in Vance County; it shows an increasing demand for capital and a decreasing demand for unskilled farm labor.

It is difficult to estimate how long this situation will last. At some future point the farmer will earn enough return on his investment to be on a parity basis with industrial investment. When this occurs it is conceivable that more capital will be attracted to agricultural enterprises. The farmer and the farm worker, who will by this time be a technician, will then be able to earn as much as their counterpart in the city.

CHAPTER 7

RETAIL AND WHOLESALE TRADE

Retail sales in Vance County are centered in Henderson where, according to preliminary figures from the 1963 Census of Business, retail store receipts and the number of retail outlets are rapidly increasing. The increase for Henderson has been at the expense of the remainder of the county. Between 1958 and 1963 Henderson gained 52 new retail outlets while the remainder of the county suffered a net loss of 30 outlets. Table 25 provides a summary of retail trade activity in Vance County between 1958 and 1963.

TABLE 25

RETAIL TRADE - VANCE COUNTY 1958-1963

	1958				1963			
	Number of Outlets	Sales $000	Annual Payroll $000	Employees[1]	Number of Outlets	Sales $000	Annual Payroll $000	Employees
Henderson	217	$22,053	$2,445	1,319	269	$30,481	$3,391	1,339
Change 1958-1963					+24%	+38.2%	+38.7%	+1.5%
Remainder of Vance County	117	$3,810	$227	277	87	$2,824	$179	181
Change 1958-1963					-25.6%	-25.9%	-21.1%	-34.7%
Total, Vance County	334	$25,863	$2,762	1,596	356	$33,305	$3,570	1,520
Change 1958-1963					+6.6%	+28.8%	+33.6%	-4.8%

[1] Includes active proprietors of unincorporated businesses.

Source: Census of Business.

It can be seen from table 25 that a significant shift in retail trade occurred in Vance County between 1958 and 1963. Retail sales in Vance County minus Henderson were down 25.9 percent; the number of people employed was down 34.7 percent, and the number of retail outlets decreased by 25.6 percent. This retail trade did not leave Vance County. Instead, it shifted to Henderson and by so doing increased that city's importance as a retail trade center.

This retail trade shift is taking place all across the United States and North Carolina. Mass advertising, increasing mobility, increased purchasing power and changing habits have all combined to encourage the consumer to buy in a central location. Merchandising techniques among chain retailers have made it increasingly difficult for the small, independent

retailer with limited capital to compete on a cost per item basis. There is little likelihood that any event will occur to offset the trend toward centralized retail trade centers. An honest appraisal might well conclude that a highly centralized center is desirable both for the purchaser and the retailer. It provides conveniences to the shopper that are not present when retail outlets are widely dispersed. The grouping of stores provides an opportunity for the customer to compare prices and tends to make the stores highly competitive in terms of prices, quality and service. In a central business district or shopping center, stores are grouped closely together in order to encourage pedestrian activity. Adequate off-street parking facilities can be made available for the shoppers traveling to the business district from more distant points. The storeowners in a central business district utilize public facilities including city maintained streets and sidewalks, low cost fire protection, and adequate police protection. Each store owner benefits from having his retail outlet in close proximity to other stores.

From a comparative standpoint Vance County (including Henderson) is experiencing retail growth equal to that of North Carolina and to Economic Area 3. Vance County minus the retail trade of Henderson is far behind the State of North Carolina in its quest for increased retail sales. However, rural areas throughout North Carolina are not in a position to compete with urban centers for retail trades.

The prospects for successful retail locations outside the immediate area surrounding Henderson are not favorable at the present time. There are a number of successful retail outlets in the county at the present time. However, they owe no small portion of their success to the absence of competition in a sizeable area. One has only to travel over Vance County roads to note how many people have tried and failed to operate small businesses such as general stores and filling stations. These outlets for the most part have been sorely undercapitalized, possessing limited stock, and located in inadequate structures. As an isolated example it can be noted from the 1963 Census of Business that the dollar sales volume of gasoline service stations in Vance County minus Henderson decreased by 62.6 percent between 1958 and 1963. Local citizens may be driving more miles but apparently they are not making their gasoline purchases at rural service stations!

Retailers should continue to concentrate in Henderson and help to expand that city as a retail trade center. Reilly's Law of Retail Gravitation provides a method by which the trade area can be delineated.[1] Using Reilly's theory the retail trade

[1] For an explanation of Reilly's Law of Retail Gravitation see Appendix C.

area of Henderson was plotted and found to cover all of Vance County and portions of Warren, Franklin, and Granville counties. Further expansion of Henderson as a retail center might result in the enlargement of Henderson's retail trade area to include larger areas of the adjoining counties. The retail trade area for Henderson is shown in Figure 9, Appendix C.

Wholesale trade in Vance County has increased in terms of sales, establishments and employees in the five year period 1958-1963. The annual volume of wholesale and brokerage houses in Vance County has increased from $28,800,000 in 1958 to $53,700,000 in 1963. The growth of wholesale trade in Vance County is reflected in Table 26 shown below. The major wholesale activities located in Vance County are petroleum distributors, wholesale grocers, farm products distributors and lumber suppliers. The rate of wholesale growth compares favorably with that of North Carolina.

The healthy growth of wholesale and brokerage activities indicates the increasing importance of wholesaling to the economy of Vance County. The sales area extends beyond Vance County into Warren, Franklin, and Granville counties in North Carolina, and into Mecklenburg County, Virginia.

TABLE 26.

GROWTH OF WHOLESALE TRADE

VANCE COUNTY

1958-1963

	1958				1963			
	Establish-ments	Sales $000	Annual Payroll $000	Employees[1]	Establish-ments	Sales $000	Annual Payroll $000	Employees[1]
Henderson	33	$19,260	$686	329	36	$47,368	$2,718	631
Change 1958-1963					+9.1%	+145.9%	+296.2%	+91.8%
Remainder of Vance County	11	$9,589	$373	122	14	$6,366	$302	102
Change 1958-1963					+27.3%	-33.6%	-19.0%	-16.4
Total, Vance County	44	$28,849	$1,059	451	50	$53,734	$3,020	733
Change 1958-1963					+13.6%	+86.3%	+185.2%	+62.5%

[1] Includes active proprietors of unincorporated businesses.

Source: Census of Business.

CHAPTER 8

MANUFACTURING

"Every community in the United States purchases goods and services from outside its borders. A community pays for these goods and services by specializing in the production of certain goods and services which it sells outside the community. The goods and services sold outside the community play a key role in determining the economic health of the community."[1]

This quotation from Charles Tiebout, Professor of Economics, University of Washington, lays the foundation for the study of manufacturing in Vance County. Those manufacturers who sell their finished product outside the community add to the economic well being by bringing in "new" or "outside" money into the county. Without these "basic" industries the economy of Vance County would have to rely upon the constant recirculation of money within the county provided by the "non-basic" segment of the economy. Some of the manufacturers may be classified as both basic and non-basic in that a portion of their product remains in the county while the other portion leaves the county, i.e., exported. If all manufacturing in the county were of a non-basic type the economy would tend to stagnate as no new money would be introduced into the county. The industrial economy of Vance County is essentially composed of basic industries, having only two or three industries of a non-basic character. Vance County is fortunate in that it has several large basic industries. Combined with the increasing tourist facilities offered the traveling public, they provide a constant input of new money into the economy. The importance of the Vance County tobacco crop must also be considered as a basic industry in that all of the crop leaves the county and money flows into the county in return for the crop.

Table 27 contains a listing of manufacturing firms in Vance County showing the type of economic enterprise and the general range of employment. All of these firms are located in the vicinity of Henderson, North Carolina. The only significant employer in Vance County outside the Henderson area has been the tungsten mining operation. This extractive industry has been inoperative for some years due to excessive accumulation of stockpiles.

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[1] Tiebout, Charles M. The Community Economic Base Study, Committee for Economic Development, December, 1962.

TABLE 27

MANUFACTURING FIRMS - VANCE COUNTY, 1965

Name	Type	Employees
Alfords	Commercial Printing	1-25
American Agricultural Chemical Company	Fertilizers	1-25
Anderson Candy Company	Candy	1-25
Carolina Bagging Plant	Padding and upholstery	251-500
Cencalco-Hunter Division	Metal doors, sash frames	1-25
Coca-Cola Bottling Company	Bottled and canned soft drinks	1-25
Com-Fo Hosiery Mill	Seamless hosiery	1-25
Continental Hosiery Mill	Seamless hosiery	26-50
Corbitt Company	Motor Vehicles	1-25
Daily Dispatch	Newspaper	1-25
Dixie Milling Company	Prepared feeds for animals	1-25
W. E. Graham, Sons, Division Vulcan Materials	Minerals and earths	26-50
Greystone Concrete Products	Concrete blocks and bricks	26-50
Harriet Cotton Mills	Yarn spinning	251-500
Henderson Asphalt and Paving Company	Paving mixes and blocks	1-25
Henderson Cotton Mills	Yarn spinning	501-1000
Henderson Fibre, Inc.	Processed waste and recovered fiber	26-50
Henderson Garment Company	Mens, youths and boys trousers	51-100

Table 27 Continued

Name	Type	Employees
Henderson Tobacco Company	Tobacco stemming and redrying*	101-250
Home Building Supply	Sawmill	1-25
J. D. Mills, Inc.	Yarn spinning	51-100
Johnson Lumber Company	Sawmill	26-50
Laurens Glass, Inc.	Glass containers	101-250
Nu-Southern Dyeing and Finishing, Inc.	Finishers of broad woven fabric	51-100
Pepsi-Cola Bottling Company	Bottled and canned drinks	26-50
Perfect Packed Products Company, Inc.	Pickled fruits and vegetables*	101-250
Perry Lumber Company	Sawmill	1-25
R. J. Reynolds Tobacco Company	Tobacco stemming and redrying	26-50
Roses 5-10-25¢ Stores, Fixture Plant	Wood partitions, shelving, etc.	26-50
Sanford Milling Company	Flour and grain mill	1-25
Softspun Knitting Mill, Inc.	Seamless hosiery	51-100
Southern Quilters Company Inc.	Pleating, decorative, novelty stitching	1-25
J. P. Taylor Tobacco Company	Tobacco stemming and redrying*	501-1000
United States Mobile Homes, Inc.	Trailer coaches	51-100
Vogue Hosiery Mill	Seamless hosiery	25-50

* Employment seasonal in nature. Figures shown above indicate range at peak employment periods.

Source: U. S. Census of Manufacturing
Chamber of Commerce, Henderson, N. C.

The problems normally associated with industries having seasonal peaks is not severe in Vance County. Peak employment in the pickle industry takes place between May and August while peak employment in the tobacco industry occurs between September and May. Consequently, many unskilled workers are able to work year-round by working for two employers at different times of the year.

The five largest firms in the county employ almost half of the workers in the county. These firms provide a substantial employment base for the county and have been located in the area for a considerable period of time. Manufacturing has accounted for almost half of the new jobs made available in Vance County in recent years. There has been a decline in non-manufacturing jobs and in agricultural employment. Thus, industry has taken up the slack created by the decline in non-manufacturing and agricultural employment.

It has been estimated that almost three-fifths of all income earned by workers covered by unemployment insurance in Vance County comes from manufacturing. The manufacturing segment of the economy is therefore of prime importance to wages and salaries in the county. Other benefits accruing from basic industries combine to assure the preeminence of manufacturing in Vance County. This segment of the economy holds the key to continued economic progress.

The growth of manufacturing in Vance County in the years to come would provide a stimulus for those Vance County residents working outside the county to seek jobs in the county. Vance County commuters would probably prefer jobs nearer their homes and more manufacturing jobs would ease the problems of farm workers as they are displaced by automation and farm mergers. It has been demonstrated that rural North Carolinians will commute considerable distances to manufacturing jobs. Many rural residents of North Carolina drive twenty miles one way each day to work. By commuting such long distances the rural residents provide an ample supply of labor in areas which otherwise would be too sparsely populated to support industry. To some extent future location of industry in Vance County will depend on an adequate supply of workers. The current labor pool available in the county plus the fact that workers can be attracted to manufacturing jobs from a wide area, will help to assure prospective industries that an adequate amount of labor would be available in a Vance County location.

The industrial economy of Vance County has been and continues to be reasonably healthy. The stability of Vance County industries in periods of recession or depression depends upon the type of industry. According to a classification of stability groups by Edward Denison the most highly insensitive group is in the area of tobacco manufacturing. Thus, one of Henderson's largest industries is

relatively recession proof. Food and kindred product manufacturing (including containers) is markedly insensitive to depression; this would include the pickle industry and the glass manufacturer. However, textile mill products are markedly sensitive to economic fluctuations. Vance County would be affected by a recession, but not to the same extent as many towns in North Carolina which depend solely on textile manufacturing or furniture manufacturing. For several years there has been a constant increase in employment which has undoubtedly prevented excessive migration out of the county. The industrial economy is heavily dependent upon the condition of the textile industry which is highly competitive. There has been little change in the employment mix during the past decade. In recent years the addition of a glass products manufacturer to the county has helped to provide a degree of variety in the type of major manufacturing firms. Henderson now has a "big three" in industry - glass, textiles, and tobacco. These three major basic industries have all experienced growth of plant facilities which indicates confidence in their choice of location.

An adequate number of excellent industrial sites are available in the Henderson area. These locations offer suitable topography, good drainage, adequate rail and highway facilities. An FAA approved airport will also be constructed in the near future. The main drawback to sites outside the Henderson area is the lack of city water and sewer service.

PART III

SUMMARY AND CONCLUSIONS

SUMMARY AND CONCLUSIONS

Population

1. The population growth of the county was fairly consistent between 1900 and 1950. During this period the population grew from 16,684 to 32,101.

2. Between 1950 and 1960 the population declined from 32,101 to 32,002.

3. Population projections based on the Cohort-Survival technique indicate that a continuing decline in population will take place.[1]

4. Heavy out-migration is taking place among people between the ages of 20 and 44. This is particularly true among the nonwhite population.

5. The median age of the white population is much higher than that of the nonwhite population.

6. The median age of the white population is increasing while the median age of nonwhites is decreasing.

7. The median educational attainment of Vance County residents is slightly lower than the median for North Carolina.

8. Median educational attainment for nonwhites in Vance County is considerably lower than that of the white population.

9. The percentage of high school graduates attending college is much lower than the percentage of all recent North Carolina high school graduates.

10. Although out-migration is occurring, industry in Vance County cannot provide employment for those job seekers remaining in the county.

11. There has been a significant shift in population away from rural townships to Henderson township. Henderson township now contains over 60 percent of the total county population.

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[1] See Appendix B for an explanation of population projections.

Economy

1. Vance County has a good industrial mix, with textiles and tobacco dominating. There are many basic industries which bring new money into the county.

2. Retail, wholesale, agricultural, and industrial segments of the economy have all made substantial gains during the past decade.

3. Several new industries have located in Vance County during recent years. Future economic prosperity is dependent upon new and expanded industries of varied type and character.

4. An all-out effort should be made to locate an Industrial Education Center in Vance County. This center should provide instruction in those skills needed in an increasingly technological society.

5. Local school systems should constantly strive to upgrade all phases of the educational program in Vance County. It is well known that the earning power of potential workers is partly determined by their educational attainment.

6. Retail trade is concentrated in the Henderson area. Every effort should be made to encourage further retail growth in Henderson in order that it might serve as a retail trade center for a widening area. Emphasis should be placed on accessibility, variety, and provision of adequate parking facilities.

7. Henderson is currently serving as a wholesale center for a five county area.

8. Agriculture continues to be an important segment of the economy in Vance County. The number of farms is decreasing while the acreage per farm is increasing.

9. Capital investment per farm is increasing. Small farms are becoming less profitable to operate.

10. Income from agricultural production will increase as more idle land is put back into production in order to feed a rapidly increasing national population.

11. Per capita and family income is low in Vance County. Approximately 50 percent of all Vance County families have incomes of less than $3,000. Almost 80 percent of nonwhite families earned less than $3,000.

12. Vance County possesses a number of desirable industrial sites with adequate transportation facilities.

13. Vance County has a recruitable supply of labor.

An intensive effort should be made to discourage the out-migration of the county's young people. If young adults continue to leave the county the following serious problems will have to be confronted:

A. A decrease in the number of young adults available to industrial employers.

B. A progressive population decline.

C. A progressively increasing median age which will result in increased demands on welfare, health, and other costly community services.

D. Increasing demand for the services noted above will place progressively heavier burdens upon available tax revenue.

The solution of problems listed above will require a concerted effort on the part of city and county officials as well as by semi-public and private agencies. There is no method by which the county can prohibit the migration of its young, productive workers. Such techniques are reserved for use by dictatorial forms of government. These people must be encouraged to stay by attempting to provide them with that which they seek in other areas. The frequent departures from Vance County are by people seeking higher tangible benefits, job opportunities, job security, better cultural facilities, better schools and training facilities. Private and public agencies can aggressively solicit new industry, expand cultural and recreational facilities, and provide an educational system designed to meet the needs of all people in all age groups.

Vance County is located favorably with regard to climate, access to major population centers, access to the Research Triangle complex, within fifty miles of renowned colleges and universities, and possessing a unique and important recreational area. These factors should provide no small inducement to industrial managers as they seek outstanding locations for new plants.

PART IV

APPENDIX

APPENDIX A

POPULATION COMPARISONS WITH ECONOMIC AREA 3

Vance County is located in State Economic Area 3 which also contains the counties of Granville, Person, Orange, Alamance, Caswell, Rockingham, Stokes, and Yadkin. State Economic Areas are defined as relatively homogeneous subdivisions of the State which have similar economic or social characteristics.

By examining the total economic area it can be seen how Vance County compares with other counties having the same general characteristics. Figure 8 on the following page is a graphic representation of Economic Area 3 with population projections to 1980.

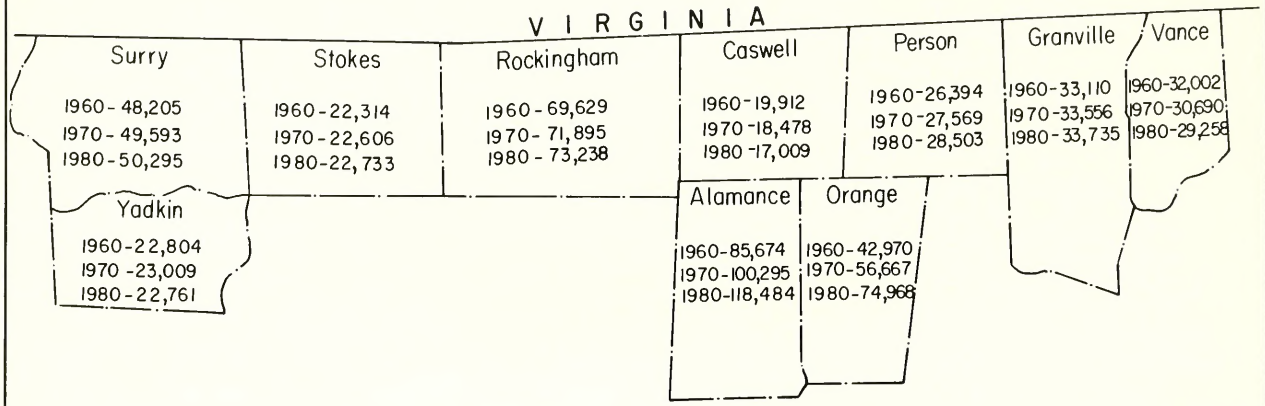
Table 28 presents population statistics and percentage growth for Vance County, Economic Area 3, and the State of North Carolina. An important note to be injected here is that population projections become less reliable as the number to be projected decreases. Hence, the population projections for North Carolina have much greater validity than projections for counties, townships, and towns.

The figures presented in Table 28 bear out the fact that agricultural areas are not experiencing rapid rates of growth. In Economic Area 3, population increases may be attributed in part to a dependence on manufacturing facilities or the existence of large retail trade centers. A good example would be the projected population increase in Alamance County. This is probably due in large measure to the industrial economy in Burlington and to the influence of neighboring Guilford County, which possesses both industry and a large retail trade center.

The overall rate of growth in North Carolina is misleading due to large population shifts. The area known as the Piedmont Crescent is growing rapidly, while many counties in the far western and eastern sections of the State are experiencing population decline. The population projections for Vance County fit into the latter category. The projected drop might well be greater were it not for the holding factor of Henderson, previously discussed.

FIGURE 8

STATE ECONOMIC AREA NO. 3



Source: Population projections Progrommed by Josef H. Perry, DCP and Dr. C. Horace Hamilton, N.C.S.U.

TABLE 28

POPULATION FOR SELECTED AREAS
1900-1960
PROJECTIONS TO 1980

Date	Vance County	Percent Change Past Decade	Economic Area 3	Percent Change Past Decade	North Carolina	Percent Change Past Decade
1900	16,684		204,642		1,893,810	
1910	19,425	+16.4	222,243	+8.6	2,206,287	+16.5
1920	22,799	+17.4	248,569	+11.8	2,559,123	+16.0
1930	27,294	+19.7	290,713	+17.0	3,170,276	+23.9
1940	29,961	+9.8	327,859	+12.8	3,571,623	+12.7
1950	32,101	+7.1	368,842	+12.5	4,061,929	+13.7
1960	32,002	-0.3	403,014	+9.3	4,556,155	+12.2
1970	30,690	-4.1	434,358	+7.7	4,977,920	+9.3
1980	29,258	-4.7	470,984	+8.4	5,547,919	+11.5

Source: U. S. Census of Population
Projections by Hamilton and Perry

APPENDIX B

POPULATION PROJECTIONS USING THE COHORT-SURVIVAL METHOD

There are several methods that can be used to project population figures for any given area. The Cohort-Survival method is the most complex means of determining future population. Briefly, it is a method that adjusts figures from the last census forward by age groups and sex groups year by year to the date of the forecast, with separate adjustments made for each of the three major components of population changes: deaths, births, and net migration. A variation of this technique used in the Vance County study recorded the population changes by five year intervals, using a fertility ratio to fill in data for new persons appearing in each new 0-4 age group.[1]

Table 29 shows population projections by five year age groups for Vance County from 1950 to 1980. These projections were computed by the Cohort-Survival method programed by Josef H. Perry and Dr. Horace Hamilton.

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[1] For more detailed information on population studies see: Jaffe: Handbook of Statistical Methods for Demographers. Bureau of Census, 1951.

Chapin: Urban Land Use Planning. University of Illinois Press, 1965.

TABLE 29

VANCE COUNTY
POPULATION BY AGE, 1950-1980

YEAR	AGES 0-4	5-9	10-14	15-19	20-24	25-29	30-34
1950	4062	3523	3269	2877	2596	2626	2367
1960	3649	3851	3711	2874	1778	1729	2013
1970	3357	3191	3325	3132	2047	1746	1378
1980	3271	3161	3061	2598	1817	1880	1614

YEAR	AGES 35-39	40-44	45-49	50-54	55-59	60-64	65-69
1950	2288	1892	1568	1388	1073	846	733
1960	2071	1986	1866	1618	1356	1042	963
1970	1379	1697	1710	1709	1613	1222	1223
1980	1398	1163	1144	1467	1500	1297	1452

YEAR	AGES 70-74	75-79	80-84	85+	TOTAL
1950	502	491			32,101
1960	679	459	223	134	32,002
1970	832	605	303	221	30,690
1980	980	770	369	316	29,258

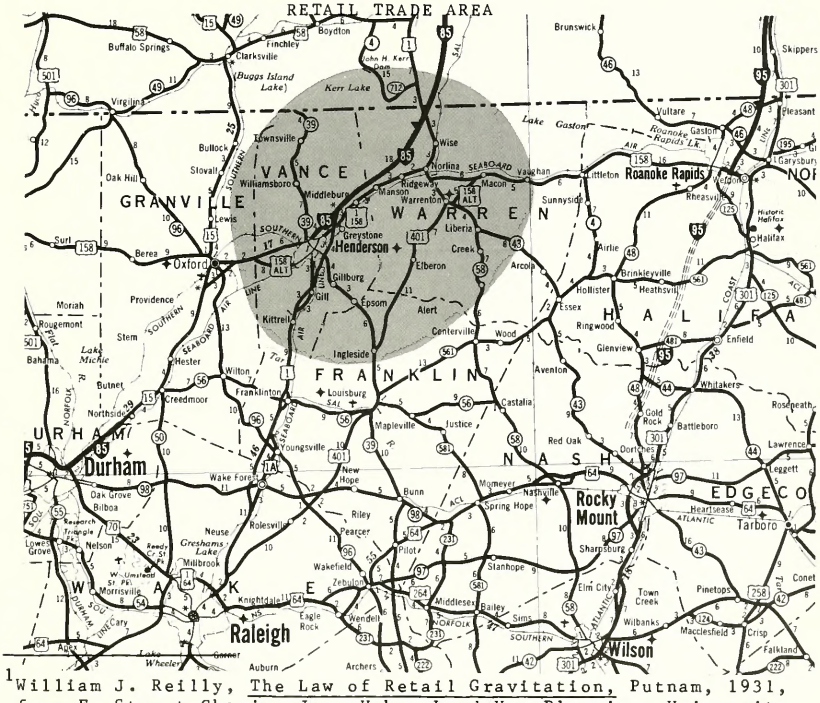
APPENDIX C

REILLY'S LAW OF RETAIL GRAVITATION

Chapter 7 defines the retail trade area of Henderson. This trade area was determined by using Reilly's Law of Retail Gravitation and is shown on Figure 9 below.

Reilly's law states that "two cities attract retail trade from any intermediate city or town in the vicinity of the breaking point in direct proportion to the populations of the two cities and in inverse proportion to the square of the distances from these two cities to the intermediate town. The breaking point is a point up to which one city exercises the dominating retail trade influence, and beyond which the other city dominates." The distance is measured along the most direct improved highway.[1]

Figure 9



[1] William J. Reilly, The Law of Retail Gravitation, Putnam, 1931, from F. Stuart Chapin, Jr., Urban Land Use Planning, University of Illinois Press, 1965.

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